



higher education & training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

N440(E)(N15)H

NATIONAL CERTIFICATE

ENTREPRENEURSHIP AND BUSINESS MANAGEMENT N4
(First Paper)

(4090304)

15 November 2017 (X-Paper)
09:00–09:30

CLOSED-BOOK EXAMINATION

Calculators may be used.

This question paper consists of 4 pages and answer sheet of 2 pages.

DEPARTMENT OF HIGHER EDUCATION AND TRAINING
REPUBLIC OF SOUTH AFRICA
NATIONAL CERTIFICATE
ENTREPRENEURSHIP AND BUSINESS MANAGEMENT N4
TIME: 30 MINUTES
MARKS: 50

INSTRUCTIONS AND INFORMATION

1. Answer ALL the questions.
 2. Read ALL the questions carefully.
 3. Number the answers according to the numbering system used in this question paper.
 4. Write neatly and legibly.
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SECTION A**QUESTION 1**

Give ONE word/term for each of the following descriptions. Write only the word/term next to the question number (1.1–1.10) on the attached ANSWER SHEET.

- 1.1 The form of financing that usually comes from a partnership or a close corporation
- 1.2 The value fixed assets lose over time as they are being used
- 1.3 The practice of setting a relatively high introductory price in order to recover research and development costs
- 1.4 A financial plan showing future income and expenses for every month or every year
- 1.5 The form of capital used in buying raw materials and paying expenses
- 1.6 Creative method whereby you get more ideas by listening to other people
- 1.7 Series of questions in order to gather information about what most people think about a specific product
- 1.8 A group of customers with similar likes and similar needs
- 1.9 Expenses that stay the same month after month
- 1.10 Assets that can be changed quickly into cash

(10 × 2) [20]

QUESTION 2

Identify the form of ownership for each of the following businesses:

- 2.1 Khulani CC
- 2.2 Lereko (Pty)Ltd
- 2.3 1–10 members
- 2.4 2–20 members
- 2.5 1–50 members
- 2.6 Coffee shops, flea markets and cafes prefer this form of ownership

(6 × 2) [12]

QUESTION 3

Indicate whether the following statements are TRUE or FALSE. Choose the answer and write only 'true' or 'false' next to the question number (3.1–3.5) on the attached ANSWER SHEET.

- 3.1 Innovation can be defined as the creation of a product for the first time.
- 3.2 Coupons are used to encourage consumers to buy more of a particular product.
- 3.3 Drawing up a business plan is a quick and easy process.
- 3.4 Opportunistic pricing is when the entrepreneur lowers the price on a popular.
- 3.5 Problem redefinition is a creativity method.

(5 × 2) [10]

QUESTION 4

Explain FOUR reasons why new businesses are important in society.

(4 × 2) [8]

TOTAL SECTION A: 50

ANSWER SHEET EXAMINATION NUMBER:

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SECTION A

QUESTION 1

- 1.1 _____
- 1.2 _____
- 1.3 _____
- 1.4 _____
- 1.5 _____
- 1.6 _____
- 1.7 _____
- 1.8 _____
- 1.9 _____
- 1.10 _____

(10 × 2) [20]

QUESTION 2

- 2.1 _____
- 2.2 _____
- 2.3 _____
- 2.4 _____
- 2.5 _____
- 2.6 _____

(6 × 2) [12]

ANSWER SHEET EXAMINATION NUMBER:

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QUESTION 3

3.1 _____

3.2 _____

3.3 _____

3.4 _____

3.5 _____

(5 × 2) [10]

QUESTION 4

(4 × 2) [8]

TOTAL SECTION A: 50